

#1 Local Investment

Target:

Small business lending programs for expanding businesses as well as placing a portion of our investment portfolio into local banks.

Progress:

In 2010, the City launched a new initiative to place a portion of our investment portfolio in local banks. By the end of the year, the City had deposited more than \$7.1 Million in seven local institutions. The plan is by partnering with local banks we can help make City resources available to support community reinvestment efforts. In addition, the City unveiled a new Small Business Incentive Program which waives certain fees for qualifying new or expanding businesses.

#2 Sustainability

Target:

Taking measurable strides in sustainability by exploring a solar power program for residents, implementing stimulus grants for energy conservation, taking a greenhouse gas inventory and putting a cohesive action plan in place.

Progress:

Beaverton was named a “Smarter City” by the Natural Resources Defense Council, joining 21 other cities throughout the U.S. We earned the award because of our leadership in promoting energy conservation and renewable energy. This year the City began new projects such as Solar Beaverton, a residential solar power program; and Hope 4 Homes, a home weatherization loan program. Other accomplishments include utilizing federal stimulus funds to improve energy efficiency of city facilities and streetlights, and completing a green house gas inventory of city operations.

#3 Business Funding

Target:

Creation of a new line item in the budget for helping local business grows through workforce development.

Progress:

This year’s budget includes for the first time dedicated dollars for workforce development. We are leveraging those funds to support local training tied to job creation. One example is our partnership with the state on the IBM expansion that is expected to bring 510 new jobs.

#4 The Round / Redevelopment

Target:

Master plan in place for the entire area.

Progress:

The City developed a request for proposals to identify a developer to help craft a master plan for the Round / central district. A developer and an alternate have been identified and contract negotiations are underway. The City is also focused on completing the Civic Plan and Urban Renewal Plan. In 2011, it is anticipated the developer will take the strategies developed through the Civic Plan and help formulate a concept for the area.

#5 Micro/Emerging Business Lending

Target:

Collaborative emerging business lending strategy to develop funds for local businesses to capitalize, grow, keep and create jobs.

Progress:

For the first time, the City set aside more than \$150,000 in the budget for lending to emerging businesses. We launched a micro-lending program in partnership with Mercy Corps. Small and emerging businesses are eligible to apply for loans ranging from \$500 to \$50,000. In addition, the City is sponsored business foundations classes for business owners.

#6 Federal and State Funding

Target:

Retain experts in state and federal governmental affairs to proactively pursue federal funding.

Progress:

Federal and state governmental affairs firms have been retained by the City to assist in the pursuit of funding and enhanced awareness of the needs of our community. New opportunities are emerging to raise the profile of Beaverton at the state and federal level and staff are actively pursuing grant opportunities for Beaverton projects.

#7 Beaverton Community Vision / Civic Plan

Target:

Finalize the Beaverton Community Vision Action Plan and develop the Beaverton Civic Plan to put many of the community ideas into action.

Progress:

The Beaverton Community Vision Action Plan was adopted by the City Council in September. Community partners are currently being recruited to sponsor the 118 actions. Development of the City's Civic Plan is right on schedule. Several public involvement activities will continue through the end of the year. This plan will be a guiding force for implementing much of the community's aspirations. The Civic Plan will be complete in early 2011.

#8 Land Acquisition

Target:

Acquire land for consolidation of civic facilities.

Progress:

The City Council allocated \$520,000 toward Capital development in this budget. Through the work underway on the Civic Plan and Urban Renewal Plan, the City in partnership with volunteers on advisory committees is evaluating options for expanding our capacity to meet civic needs.

#9 Marketing and Branding

Target:

Rebranding Beaverton to better reflect our community.

Progress:

Volunteers, staff, and brand development experts, were hard at work in 2010, helping answer the question what makes Beaverton unique? And how do we best present that image to the world? The community has responded with feedback every step of the way. In December 2010, the City unveiled its new city logo and tagline: "Beaverton: The Best of Oregon". Five key attributes were identified to help tell Beaverton's story, Beaverton is a Welcoming, Friendly, Responsible, Vibrant and Athletic community.

#10 Property Taxes

Target:

Submit a budget without an increase to the millage rate.

Progress:

The City delivered on this pledge. For the second year in a row, the tax rate for residents remained unchanged at \$4.20 per thousand in the 2010-11 budget approved by the Beaverton City Council on June 21, 2010.